

Message Text

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UNCLAS TAIPEI 7442

FOR USDOC/BIC/OIM/R. GARNITZ PASS COPY TO KELLY

E.O. 11652: N/A

TAGS: BEXP, TW, GW, UK, MX, IT, FR, SN, SW, AS

SUBJECT: BETWEEN-SHOW PROMOTION FEE SCHEDULE

REF: USDOC 16782

1. IMPACT OF THE MINIMUM FULL COST RECOVERY FEE (TWO HUNDRED FIFTY DOLLARS OTM, ONE HUNDRED FIFTY DOLLARS NTM PER EVENT) ON THE FORWARD BSP SCHEDULE WILL BE SUBSTANTIAL FOR THE TRADE CENTER IN TAIPEI. T.C. ESTIMATES THE NUMBER OF BSPS WILL BE REDUCED BY 65.5 PER CENT.

2. FROM NOVEMBER 1, 1974 THROUGH OCTOBER 31, 1975, 61 BSPS WERE STAGED. TWENTY EXHIBITIONS WERE HELD IN FIRST FLOOR EXHIBITION HALL (3000 SQ. FT.) AND 41 EVENT, MAINLY SEMINARS AND SALES CONFERENCES, WERE STAGED IN SECOND FLOOR CONFERENCE ROOM (740 SQ. FT.). IMMEDIATE AND PROJECTED SALES FROM 61 EVENTS TOTALLED \$15,674,861 OF WHICH \$4,875,500 CAME FROM FIRST FLOOR SALES AND \$10,700,361 WERE RECORDED FROM SECOND FLOOR. PROPOSED FEE MAY REDUCE EXHIBITIONS ON FIRST FLOOR BY 5 OR 6 EVENTS. (30 PER CENT).

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HOWEVER T.C. ESTIMATES SECOND FLOOR EVENTS WILL BE REDUCED

SUBSTANTIALLY (FROM 41 TO 6 EVENTS OR 85 PER CENT) DUE TO HIGH COST PER EVENT, SMALL SPACE, SECOND FLOOR LOCATION, AND ONE DAY USAGE REQUIREMENT. THUS SALES COULD BE REDUCED FROM OVER \$15 M TO AROUND \$5.0 M DURING A 12 MONTHS PERIOD.

3. REFERENCE IS MADE TO POTHUISJE LETTER OF JUNE 18, 1975 TO C. MELVIN SONNE AND TAIPEI 4095, JULY 7, 1975. TRADE CENTER UTILIZATION HAS SHOWN FIRST FLOOR USED EXTENSIVELY FOR BSP EXHIBITIONS WITH LIMITED USE FOR SEMINARS OR SALES CONFERENCE, ETC. SECOND FLOOR USED ALMOST TOTALLY FOR SEMINARS, SALES CONFERENCES, ETC., WITH LIMITED USE FOR EXHIBITIONS. TO MAXIMIZE UTILIZATION AND OBTAIN MAXIMUM REVENUE, T.C. RECOMMENDS FOLLOWING FEE SCHEDULE:

FIRST FLOOR OR PART THEREOF:

ALL EVENTS -- \$50.00 PER DAY.

SECOND FLOOR CONFERENCE ROOM:

ALL EVENTS -- \$25.00 PER DAY

FIRST FLOOR EXHIBITION HALL CAN BE PARTITIONED TO STAGE ONE OR MORE EVENTS SIMULTANEOUSLY. SECOND FLOOR CAN ACCOMMODATE ONLY ONE EVENT AT A TIME DUE TO SIZE AND ENTRANCE OF ROOM. T.C. TAIPEI VIEWS THESE CHARGES EQUITABLE CONSIDERING COMPARABLE LOCAL FACILITIES AND SERVICES RENDERED BY CENTER'S STAFF.
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